

AR34

General Motors

INFORMATION HANDBOOK

for 1964

A Ready REFERENCE
for PRESS, RADIO
and TELEVISION

DIRECTORY

Foreword	2
Futurama	2
Officers	3
Directors	4
Divisions, Personnel, Plants and Products	5
Public Relations Staff	12

Statistical Summary

20-Year Records	14
-----------------	----

Highlights of 1963

Sales	16
Earnings	16
Taxes	16
Modernization and Expansion	16
Defense and Space Activities	17
Suppliers	17
Where GM's Dollar Goes	17

People of General Motors

Employment and Payrolls	17
Employee Benefit Plans	18
Savings-Stock Purchase Program	18
Suggestion Plan	18
Safety Record	18
GM's Owners	18

Scientific, Product, and Industrial Progress

GM Technical Center	19
GM Proving Ground	19
Progress in Highway Safety	19

Educational Programs

General Motors Institute	20
GM Training Centers	20
Services to Educators	20
Support of Higher Education	20
Youth Activities	20

Historical Highlights

Growth of General Motors	21
Production Records	21
Chairman and Presidents	21
Famous GM Dates	22



FOREWORD

The 1964 Information Handbook, 11th annual edition, has been prepared by the Public Relations Staff to provide current data on General Motors. It is designed as a ready reference for writers, editors and commentators. We hope the book will serve as a convenient source for facts about GM's operations, its organization, and its products.

Anthony De Lorenzo
Vice-President

Cover:

The General Motors Futurama at the New York World's Fair, in line with the exhibition's general theme, will portray the progress of man and his dreams of the future. It will be told in terms of the people, the products, and the new ideas for progress which have characterized GM's success over the years. The exhibit is scheduled to open April 22, 1964, and continue through October 18, 1964. It will reopen in the spring of 1965 and close the following fall.

DIRECTORY

OFFICERS

FREDERIC G. DONNER
Chairman and Chief Executive Officer

JOHN F. GORDON
President and Chief Operating Officer

Executive Vice Presidents

LOUIS C. GOAD
Staff Activities

GEORGE RUSSELL
Finance

JAMES M. ROCHE
Allison Engine Division; Dayton,
Household Appliance and Engine Group;
and Overseas and Canadian Group

JAMES E. GOODMAN
Automotive, Body and Assembly, and
Parts Divisions

Vice Presidents

CARL E. ALLEN	Pension Fund Investment Coordinator
JOSEPH A. ANDERSON	Assistant in Charge of Accessory Group
HARRY F. BARR	In charge of Engineering Staff
MARTIN J. CASERIO	General Manager—AC Spark Plug Division
EDWARD N. COLE	In charge of Car and Truck Group
EARL C. DAUM	General Manager—Overseas Operations Division
ANTHONY G. DE LORENZO	In charge of Public Relations Staff
HAROLD H. DICE	General Manager—Allison Division
ELLIOTT M. ESTES	General Manager—Pontiac Motor Division
ROBERT H. GATHMAN	General Manager—Fisher Body Division
RICHARD C. GERSTENBERG	In charge of Financial Staff
DR. LAWRENCE R. HAFSTAD	In charge of General Motors Research Laboratories
EDWIN C. KLOTZBURGER	In charge of Body and Assembly Group
SEMON E. KNUDSEN	General Manager—Chevrolet Motor Division
ROGER M. KYES	In charge of Accessory Group
HERMAN F. LEHMAN	General Manager—Frigidaire Division
R. SAMUEL McLAUGHLIN	Chairman of the Board, General Motors of Canada, Limited
WILLIAM L. MITCHELL	In charge of Styling Staff
PHILIP J. MONAGHAN	In charge of Dayton, Household Appliance and Engine Group
ALOYSIUS F. POWER	General Counsel
EDWARD D. ROLLERT	General Manager—Buick Motor Division
LOUIS G. SEATON	In charge of Personnel Staff
KENNETH E. STALEY	In charge of Marketing Staff
RICHARD L. TERRELL	General Manager—Electro-Motive Division
HAROLD G. WARNER	General Manager—Cadillac Motor Car Division
CALVIN J. WERNER	General Manager—GMC Truck & Coach Division
WALLACE E. WILSON	In charge of Manufacturing Staff
JACK F. WOLFRAM	General Manager—Oldsmobile Division

Other Officers

OSCAR A. LUNDIN, Treasurer

RALPH C. MARK, Comptroller
GEORGE A. BROOKS, Secretary

BOARD OF DIRECTORS

ALFRED P. SLOAN, JR., Honorary Chairman

FREDERIC G. DONNER, Chairman

HENRY C. ALEXANDER	LOUIS C. GOAD	RICHARD K. MELLON
LLOYD D. BRACE	JAMES E. GOODMAN	HOWARD J. MORGENS
ALBERT BRADLEY	JOHN F. GORDON	CHARLES S. MOTT
LUCIUS D. CLAY	ORMOND E. HUNT	JOHN L. PRATT
EDWARD N. COLE	JAMES R. KILLIAN, JR.	JAMES M. ROCHE
JOHN T. CONNER	ROGER M. KYES	GEORGE RUSSELL
LEWIS W. DOUGLAS	J. WESLEY McAFEE	GRAHAM F. TOWERS
EDWARD F. FISHER	R. SAMUEL McLAUGHLIN	WILLIAM K. WHITEFORD

FINANCE COMMITTEE

FREDERIC G. DONNER, Chairman

HENRY C. ALEXANDER	LUCIUS D. CLAY	JOHN F. GORDON
LLOYD D. BRACE	LOUIS C. GOAD	GEORGE RUSSELL
ALBERT BRADLEY		ALFRED P. SLOAN, JR.

EXECUTIVE COMMITTEE

JOHN F. GORDON, Chairman

EDWARD N. COLE	LOUIS C. GOAD	JAMES M. ROCHE
FREDERIC G. DONNER	JAMES E. GOODMAN	GEORGE RUSSELL
	ROGER M. KYES	

ADMINISTRATION COMMITTEE

JOHN F. GORDON, Chairman

EDWARD N. COLE	JAMES E. GOODMAN	JAMES M. ROCHE
EARL C. DAUM	EDWIN C. KLOTZBURGER	EDWARD D. ROLLERT
FREDERIC G. DONNER	SEMON E. KNUDSEN	GEORGE RUSSELL
ELLIOTT M. ESTES	ROGER M. KYES	HAROLD G. WARNER
ROBERT H. GATHMAN	PHILIP J. MONAGHAN	CALVIN J. WERNER
LOUIS C. GOAD		JACK F. WOLFRAM

STOCK TRANSFER OFFICES

1775 Broadway, New York, New York
611 Woodward Avenue, Detroit, Michigan
100 West Tenth Street, Wilmington, Delaware
231 South La Salle Street, Chicago, Illinois
One South Van Ness Avenue, San Francisco, California
21 King Street, Toronto, Ontario
225 St. James Street, West, Montreal, Quebec

DIVISIONS: PERSONNEL, PLANTS AND PRODUCTS

General Motors is a decentralized organization with 125 plants in 19 states and 69 cities of the United States, five plants in Canada, and assembly, manufacturing or warehousing operations in 22 other countries.

Subject to broad over-all policies and coordinated control of the central organization, the 40 operating divisions and subsidiaries serving the United States and Canada manage

their own affairs and thus in many respects are like independent businesses.

In the United States there are nine car, truck and body divisions; 16 accessory and parts divisions, most of them automotive; five engine divisions; two divisions which manufacture commercial and household appliances; four finance and insurance units, and General Motors Overseas Operations.

AC Spark Plug Division

1300 North Dort Highway
Flint, Mich.

(Also plants at Milwaukee, Wis., and laboratories at Boston, Mass., and Los Angeles, Calif.)
Telephone: 235-7565

MARTIN J. CASERIO, *General Manager*

STANLEY T. RICHARDS, *Public Relations*

Home Telephone: 686-0641

ERICH W. SCHOEPPE, *Public Relations, Milwaukee*

Home Telephone: LIncoln 3-0122

Civilian

Spark plugs; speedometers; positive crankcase ventilation systems; instrument panels; fuel pumps; oil filters; air cleaners and silencers; tachometers; Cruise Control systems; aircraft oil filters and spark plugs; gauges and other automobile equipment.

Defense

Military Avionic systems; guidance and navigational systems for missiles, space boosters, space craft, air-sea vehicles; also inertial instruments; airborne digital computers for military and NASA applications, and complete systems management capability; spark plugs for aircraft and vehicles; tank and truck instrument clusters; jet engine fuel controls.

Allison Division

4700 West 10th Street
Indianapolis, Ind.
Telephone: CHapel 4-1511

HAROLD H. DICE, *General Manager*

ROGER C. FLEMING, *Public Relations*

Home Telephone: CLifford 5-9488

Civilian

Transmissions for trucks, heavy-duty vehicles and rail cars; torque converters; commercial gas turbine engines and propellers; industrial gas turbine engines; Diesel engine blowers; marine reduction and reverse gears; Diesel locomotive parts and precision bearings.

Defense

Turboprop and turboshaft aircraft engines; aircraft propellers; synchronized self-locking aircraft actuators; transmissions and power trains for tanks and other heavy ordnance tactical vehicles; bearings for aircraft, tank engines and tank transmissions; ram air-driven aircraft emergency generators and pumps; rocket motor cases for solid propellant intercontinental ballistic missiles; broad scale research relating to propulsion and auxiliary power devices for space and terrestrial application; development of military compact reactor.

Buick Motor Division

1051 East Hamilton Avenue
Flint, Mich.
Telephone: CEdar 2-8111

E. D. ROLLERT, *General Manager*

G. H. RIDEOUT, *Public Relations*

Home Telephone: CEdar 4-9330

Buick and Special passenger cars; distribution of Opel Kadett.

Buick-Oldsmobile-Pontiac Assembly Division

3044 West Grand Boulevard
Detroit, Mich.

Telephone: TRinity 3-7200

KENNETH N. SCOTT, *General Manager*

JOHN HOLMES, JR., *Public Relations*

Home Telephone: MIdwest 6-9133 (Birmingham)

(Plants at Arlington, Tex.; Atlanta, Ga.; Fremont, Calif.; Linden, N.J.; Kansas City, Kan.; South Gate, Calif.; and Wilmington, Del.)

Assembly of Buick, Oldsmobile, Pontiac and Chevrolet passenger cars and Chevrolet and GMC trucks.

Cadillac Motor Car Division

2860 Clark Avenue
Detroit, Mich.

(Also military engineering at Cleveland, O.)

Telephone: TASHmoo 5-4600

HAROLD G. WARNER, *General Manager*

CLIFFORD D. MERRIOTT, *Public Relations*

Home Telephone: 646-4651 (Birmingham)

Civilian

Cadillac passenger cars.

Defense

Engineering responsibility for M109 and M114 vehicles; research and development on the General Sheridan tank.

Central Foundry Division

37 Florence Street
Saginaw, Mich.

Telephone: 752-5121

ELMER E. BRAUN, *General Manager*

FRED C. HAMMER, *Public Relations*

Home Telephone: 792-6238

(Plants at Saginaw, Mich.; Danville, Ill.; Defiance, O.; Bedford, Ind.; and Malvern, Ark.)

Civilian

Grey iron, malleable iron, ArmaSteel, aluminum and heat-resistant alloy castings for passenger cars, trucks, Diesel engines and other uses.

Defense

Castings for tanks, trucks, jet and Diesel engines, guns, ammunition, and heat-resistant alloy castings for gas turbines.

Chevrolet Motor Division

3044 West Grand Boulevard
Detroit, Mich.

Telephone: TRinity 3-7200

S. E. KNUDSEN, *General Manager*

JOHN L. CUTTER, *Public Relations*

Home Telephone: MAYfair 6-5301 (Birmingham)

(Plants at Atlanta, Ga.; Baltimore, Md.; Bay City, Mich.; Bloomfield, N. J.; Buffalo, N. Y.; Cleveland, O.; Detroit, Mich.; Flint, Mich.; Framingham, Mass.; Indianapolis, Ind.; Janesville, Wis.; Kansas City, Mo.; Livonia, Mich.; Los Angeles, Calif.; Massena, N. Y.; Muncie, Ind.; Norwood, O.; Saginaw, Mich.; St. Louis, Mo.; North Tarrytown, N. Y.; Toledo, O.; Tonawanda, N. Y.; Warren, Mich.; and Willow Run, Mich.)

Chevrolet, Chevelle, Chevy II and Corvair passenger cars and trucks.

GM Defense Research Laboratories

6767 Hollister Avenue

Goleta, California

(P. O. Box T, Santa Barbara, California)

Telephone: 968-1011

T. E. HUGHES, *Manager*

B. W. CRANDELL, *Public Relations*

(Office at GM Bldg., Detroit 2, Michigan)

Telephone: TRinity 3-7200

Home Telephone: MIDwest 4-0702 (Birmingham)

Research and engineering on projects relating to national defense and the space programs.

Delco Appliance Division

391 Lyell Avenue

Rochester, N. Y.

Telephone: CLearwater 4-4700

P. H. RUTHERFORD, *General Manager*

WILLIAM BLACKMON, *Public Relations*

Home Telephone: BUTler 8-9373

Civilian

Automatic oil and gas-fired residential heating equipment, including furnaces, boilers and conversion burners; residential year-round air conditioning; automotive motors for heaters, defrosters, and window, antenna and top lifts; seat actuators; windshield wiper mechanisms.

Defense

Autosyn and permanent magnet motors; clutch assemblies for automatic pilots; aircraft instruments and parts.

Delco Moraine Division

1420 Wisconsin Boulevard

Dayton, Ohio

Telephone: 445-5000

N. L. GEBHART, *General Manager*

WAYNE E. TAYLOR, *Public Relations*

Home Telephone: 274-7214

Civilian

Hydraulic brake equipment and fluids; automotive and Diesel engine bearings; metal powder parts; porous metal filters and flame arrestors; automatic transmission parts;

friction material products; automotive power brake units; rolled bronze and bi-metal bushings and washers.

Defense

Truck automatic transmission clutch plates and parts; engine bearings; hydraulic pumps; metal powder parts; hydraulic brake controls and fluids.

Delco Products Division

329 East First Street

Dayton, Ohio

(Also a plant at Kettering, O.)

Telephone: 222-0411

V. P. BLAIR, *General Manager*

D. L. TEMPLE, *Public Relations*

Home Telephone: 274-2553

Civilian

Automotive suspension units; shock absorbers; fractional and integral horsepower electric motors; generators; hydraulic and electric controls.

Defense

Tank and truck shock absorbers; generators for tanks; helicopter blade dampers; jet engine starter-generators; electric motors for aircraft.

Delco Radio Division

700 East Firmin Street

Kokomo, Ind.

Telephone: GLadstone 2-8211

HERMAN G. RIGGS, *General Manager*

HAMLIN WELLING, *Public Relations*

Home Telephone: TULip 3-7075

Civilian

Automobile radios; comfort control; heater and air conditioning controls; static machine controls; power transistors; rectifiers; electronic testing equipment; data acquisition systems; solid state electronics.

Defense

Military approved power transistors; power supplies-static inverters, control systems; special purpose digital computers; sub-systems and specialized circuitry.

Delco-Remy Division

2401 Columbus Avenue

Anderson, Ind.

Telephone: 644-5581

DONALD L. BOYES, *General Manager*

C. F. HARDY, *Public Relations*

Home Telephone: 642-0571

(Plants at Anderson, Ind.; Anaheim, Calif.; Olathe, Kan.; Muncie, Ind.; and New Brunswick, N. J.)

Civilian

Generators, cranking motors, distributors, ignition coils, storage batteries, horns, flexible cable and vacuum controls, directional signal and control switches for passenger cars, trucks, buses, farm and garden tractors, outboard motors, marine, aircraft and industrial applications.

Defense

Electrical components for advanced weapons systems; fully waterproofed, radio-suppressed electrical components for ordnance tanks and trucks.

Detroit Diesel Engine Division

13400 West Outer Drive
Detroit, Mich. (Also a plant in Wayne, Mich.)
Telephone: KEnwood 1-7100

CLYDE W. TRUXELL, *General Manager*

EDWARD H. BICK, *Public Relations*
Home Telephone: NOrmandy 2-9139 (Ann Arbor)

Civilian

Manufacturer of GM Diesel "in-line" and "V" engines ranging from 20 to 1400 HP. Models meet original and replacement power requirements for trucks and buses; industrial, construction, roadbuilding, oil well drilling and agricultural equipment; work boats and pleasure craft. Also the hydrostarter, a hydraulic starter for Diesel and gasoline engines.

Defense

Marine propulsion units; auxiliary, regular and precise generator sets; engines for military self-propelled vehicles, industrial and construction equipment and oxygen generating sets; multifuel engines 20 to 675 HP.

Diesel Equipment Division

2100 Burlingame Avenue, S. W.
Grand Rapids, Mich.
Telephone: 245-0481

A. F. DAVIS, *General Manager*

HAROLD G. GILLISSE, *Public Relations*
Home Telephone: EMpire 1-8123

Fuel injectors; hydraulic and mechanical valve lifters; turbine nozzles; cold formed precision parts.

Electro-Motive Division

9301 55th Street
La Grange, Ill.
Telephone: 485-7000

R. L. TERRELL, *General Manager*
ROBERT D. INNES, *Public Relations*
Home Telephone: 354-2624

(Plants at La Grange, Ill., and Chicago, Ill., and factory rebuild branch plants at Emeryville, Calif.; Halethorpe, Md.; Jacksonville, Fla.; Los Angeles, Calif.; Hazelwood, Mo.; and Salt Lake City, Utah.)

Diesel locomotives for passenger, freight, switching and industrial use; transportable electric generating plants for low load factor use by public utilities; Diesel-electric power systems for oil well drilling; Diesel engines for marine and miscellaneous applications.

Euclid Division

Hudson, Ohio
Telephone: OLYmpic 3-6611

ROBERT E. HUNTER, *General Manager*
R. E. KEIDEL, *Public Relations*
Home Telephone: LOgan 2-5891 (Aurora)

Off-highway earth moving equipment for construction, mining, quarry, logging and miscellaneous industrial operations.

Fisher Body Division

30001 Van Dyke Avenue
Warren, Mich.
Telephone: JEFFerson 9-5000

ROBERT H. GATHMAN, *General Manager*
J. R. HAINLINE, *Public Relations*
Home Telephone: MIDwest 6-7233 (Birmingham)

(Plants at Atlanta, Ga.; Baltimore, Md.; Cleveland, O.; Detroit, Mich.; Euclid, O.; Flint, Mich.; Framingham, Mass.; Grand Blanc, Mich.; Grand Rapids, Mich.; Hamilton, O.; Janesville, Wis.; Kansas City, Mo.; Lansing, Mich.; Livonia, Mich.; Los Angeles, Calif.; Mansfield, O.; Marion, Ind.; Norwood, O.; Pittsburgh, Pa.; Pontiac, Mich.; St. Louis, Mo.; Tarrytown, N. Y.; Willow Run, Mich.; and Willow Springs, Ill.)

Fisher bodies.

Frigidaire Division

300 Taylor Street
Dayton, Ohio
Telephone: BALdwin 3-1161, 445-5000

HERMAN F. LEHMAN, *General Manager*
REX SMITH, *Public Relations*
Home Telephone: 859-3417

Electric refrigerators; ranges; water heaters; food freezers; automatic clothes washers and dryers; dry cleaners; automatic dishwashers; food waste disposers; room air conditioners; automatic ice cube makers; air conditioning equipment for automobiles.

GMC Truck & Coach Division

660 South Boulevard, E.
Pontiac, Mich.
Telephone: FEderal 5-4111

C. J. WERNER, *General Manager*
JOHN A. CASTLE, *Public Relations*
Home Telephone: LIncoln 6-2435 (Royal Oak)

Civilian

GMC trucks and GM buses.

Defense

Civilian-type and tactical military vehicles; missile transporters.

Guide Lamp Division

2915 Pendleton Avenue
Anderson, Ind.
Telephone: 644-5511

B. L. STEWART, *General Manager*
W. R. MERRITT, *Public Relations*
Home Telephone: 642-2372

Civilian

Automotive lamps; turn signal controls; mirrors; T-3 sealed beam units; power headlight controls; automatic light switches; marine lighting; stampings; zinc base die castings; header parts; molded and vacuum-formed plastics; metallized plastic parts; reflex reflectors; seals and coverings; molded vinyl gaskets.

Defense

Lamps for tanks, trucks and other vehicles.

Harrison Radiator Division

Washburn at Walnut
Lockport, N. Y. (Also a plant at Buffalo, N. Y.)
Telephone: HF 3-2611
L. A. ZWICKER, *General Manager*
ROBERT P. SHAW, *Public Relations*
Home Telephone: HF 4-5353

Civilian

Radiators, defrosters, heaters and thermostats for automotive applications; car air conditioning systems; heat exchangers for aviation, marine, automotive and industrial uses.

Defense

Heat exchangers for aircraft, tanks, ships, space applications and gun controls; radiators for tanks and trucks.

Hyatt Bearings Division

427 Middlesex Street
Harrison, N. J. (Also a plant in Clark Township, N. J.)
Telephone: HUmboldt 4-4000
W. E. MILNER, *General Manager*
A. J. ZANNIERI, *Public Relations*
Home Telephone: DRexel 6-7581

Civilian

Roller bearings for automotive and industrial application; roller bearing journal boxes for railroad freight cars, locomotives, and passenger cars; automotive transmission components.

Defense

Roller bearings for aircraft, tanks, trucks and other military equipment.

Hydra-Matic Division

Willow Run
Ypsilanti, Mich.
Telephone: HUnter 2-7800
F. JAMES McDONALD, *General Manager*
BERNARD W. BALDWIN, *Public Relations*
Home Telephone: FIeldbrook 9-0209 (Northville)

Civilian

Hydra-Matic transmissions for passenger cars and trucks.

Defense

Hydra-Matic transmissions for military vehicles.

Inland Manufacturing Division

2727 Inland Avenue
Dayton, Ohio
Telephone: 445-5000
LESLIE C. WOLCOTT, *General Manager*
H. I. NEWSOME, *Public Relations*
Home Telephone: 898-5927 (Vandalia)

Civilian

Automobile weatherstrip for windows and doors; steering wheels; padded instrument panel covers; urethane foam seat cushions; ball joints and other suspension parts; brake lining and brake hose; cements and sealing compounds; ice trays for domestic refrigerators; miscellaneous rubber and plastic parts.

Defense

Miscellaneous rubber parts for trucks and aircraft.

New Departure Division

269 North Main Street
Bristol, Conn.
Telephone: LUdlow 2-6371
S. H. STONER, *General Manager*
H. L. BROPHY, *Public Relations*
Home Telephone: MOhawk 6-0107 (Newington)

(Plants at Bristol and Meriden, Conn., and Sandusky, O.)

Civilian

Ball bearings for every use; steel balls; sprag clutches; roller clutches; forgings; transmission parts.

Defense

Precision, standard, miniature and instrument, and special-purpose ball bearings for tanks, trucks, aircraft, guns, guided missiles, radar, instruments and other military uses.

Oldsmobile Division

1014 Townsend Street
Lansing, Mich.
Telephone: IVanhoe 5-9111
J. F. WOLFRAM, *General Manager*
J. P. WHITE, *Public Relations*
Home Telephone: 372-0374
Oldsmobile and F-85 passenger cars.

Packard Electric Division

P.O. Box 431
Dana Street, N. E.
Warren, Ohio
Telephone: 399-2751
C. C. RIGSBY, *General Manager*
D. A. WEBER, *Public Relations*
Home Telephone: 856-3037

Civilian

Automotive and aircraft cable products; radio, refrigeration and appliance wiring; magnet wire; plastic and rubber products.

Defense

Cable and wiring assemblies for aircraft, tanks, missiles and other military products.

Pontiac Motor Division

196 Oakland Avenue
Pontiac, Mich.
Telephone: 332-8111
E. M. ESTES, *General Manager*
R. W. EMERICK, *Public Relations*
Home Telephone: MIDwest 6-0303 (Birmingham)

Pontiac and Tempest passenger cars; distribution of Vauxhall Victor Super sedans and station wagons.

Rochester Products Division

1000 Lexington Avenue
Rochester, N. Y.
Telephone: CLearwater 4-5050
HARRY HAWKINS, *General Manager*
JOHN D. HOSTUTLER, *Public Relations*
Home Telephone: FRontier 7-1929

Civilian

Carburetors; fuel injection systems; locks and keys; fuel pumps; cigarette lighters; brazed and welded steel tubing for automotive and refrigeration uses; tubular transmission gear shift rods, and transmission shift controls.

Defense

Carburetors for auxiliary generator sets for tanks and other armored vehicles.

Saginaw Steering Gear Division

3900 Holland Road
Saginaw, Mich.
Telephone: PLeasant 4-9111

W. H. DOERFNER, *General Manager*
W. K. MITCHELL, *Public Relations*
Home Telephone: SWiFT 2-3292

Civilian

Power and manual steering systems; tilt-wheel steering columns; passenger car propeller shafts, universal joints, front end suspension parts; passenger car and truck steering linkages; Hydra-Matic transmission parts; ball bearing screw and nut assemblies; ball bearing splines; gear shift controls for cars; turn signal switches.

Defense

Steering gears for cars, trucks and buses; ball bearing screws, splines and actuators for military aircraft, ballistic missile guidance systems and launchers.

Ternstedt Division

30007 Van Dyke Avenue
Warren, Mich.
Telephone: 539-5000
FRANK O. RILEY, *General Manager*
DONALD D. NIMMO, *Public Relations*

(Plants at Cleveland, Columbus and Elyria, O.; Detroit and Flint, Mich.; Trenton, N. J.; and Syracuse, N. Y.)

Automotive hardware and decorative trim, such as arm rests, ash trays, mirrors, hub caps, remote controls, seat frames and springs, radiator grilles, bumper guards, door locks, handles, and hinges, knobs, moldings, monograms, instrument panels, name plates, window and top regulators, electric seat and window switches, window mechanisms, wheel discs, forgings, and die castings.

United Motors Service Division (United Delco)

3044 West Grand Boulevard
Detroit, Mich.
Telephone: TRinity 3-7200
WILLIAM M. WALKER, JR., *General Manager*
J. PATRICK KANE, *Public Relations*
Home Telephone: MAFair 6-5835 (Orchard Lake)

Civilian

Distribution of automotive service parts, accessories and electronic service parts.

Defense

Distribution of service parts for military vehicles.

FINANCE AND INSURANCE UNITS**General Motors Acceptance Corporation**

1775 Broadway
New York, N. Y.
Telephone: PLaza 7-4000
THOMAS W. TOWELL, *President*
VAN BUREN THORNE, JR., *Public Relations*
Home Telephone: MANhassett 7-7315 (Plandome, L. I.)

Wholesale and retail financing for dealers in GM passenger cars and other GM products in the United States, Canada and overseas.

Motors Holding Division of General Motors

3044 West Grand Boulevard
Detroit, Mich.
Telephone: TRinity 3-7200
WILLIAM HARVEY III, *General Manager*

Capital financing for retail dealers in GM automobiles and other specified products. (In Canada, provided by Motors Holding of Canada Limited.)

Motors Insurance Corporation

1775 Broadway
New York, N. Y.
Telephone: PLaza 7-4000
THOMAS W. TOWELL, *Chairman*
WARREN H. WILSON, *President*

Fire, theft (comprehensive) and all forms of collision insurance for automobiles in the United States and Canada.

Yellow Motors Credit Corporation

3044 West Grand Boulevard
Detroit, Mich.
Telephone: TRinity 3-7200
HAROLD ROWE, *President*

Wholesale and retail financing for products of GMC Truck & Coach, Euclid and Detroit Diesel Engine Divisions.

CANADIAN UNITS**Frigidaire Products of Canada Limited**

Scarborough, Ont.
Telephone: 755-4111
E. V. RIPPINGILLE, JR., *President and General Manager*
R. C. NIDDERY, *Public Relations*
Home Telephone: AMherst 1-1582

Manufacture of Frigidaire products and automotive parts.

General Motors of Canada, Limited

William Street E.
Oshawa, Ont.
Telephone: RANDolph 5-7311
EDWIN H. WALKER, *President and General Manager*
R. L. GOUGH, *Public Relations*
Home Telephone: 723-1865

Manufacture and assembly of General Motors cars, trucks and automobile engines in Canada.

General Motors Diesel Limited

P.O. Box 2160, Terminal "A"
London, Ont.
Telephone: 451-3600
V. L. SNOW, *President and General Manager*
G. BOYD CHESNEY, *Public Relations*
Home Telephone: 438-1179

Manufacture of Diesel-electric locomotives, power generating units, and Diesel-powered coaches; Delco fractional horsepower electric motors; sale of industrial truck and marine Diesel engines.

The McKinnon Industries, Limited

Ontario Street
St. Catharines, Ont. (Also a plant at Windsor, Ontario)
Telephone: MUtual 4-7211

E. JOHN BARBEAU, *President and General Manager*
MARTIN J. CAHILL, *Public Relations*
Home Telephone: MUtual 5-7760

Manufacture of automotive engines, axles, standard and automatic transmissions, electrical ignition systems, steering gears, shock absorbers, horns, fuel pumps, automobile radios, ball and roller bearings, forgings, and castings.

OVERSEAS UNITS

General Motors Overseas Operations Division

1775 Broadway
New York, N. Y.
Telephone: PLaza 7-4000

EARL C. DAUM, *General Manager*
JOHN W. GRISWOLD, *Public Relations*
Home Telephone: ELMwood 1-4404 (Area Code 914)

Distribution of General Motors products outside the United States and Canada. Operation of overseas manufacturing plants, assembly plants and warehouses as follows:

Individual Operations

Argentina

General Motors Argentina S.A.
Rodriguez Pena 256
San Martin (Prov. Buenos Aires)
Argentina

WALTER H. GUSSENHOVEN, *Managing Director*

Manufacture of Chevrolet and Bedford (Vauxhall) commercial vehicles and Chevrolet passenger cars. Import and distribution of other GM products.

(Also a plant at Barracas, Buenos Aires)

Australia

General Motors-Holden's Pty. Limited
Fishermen's Bend
Melbourne, Victoria, Australia

DAVID L. HEGLAND, *Managing Director*

Manufacture of Holden passenger cars and light commercial vehicles. Manufacture of Frigidaire products. Import and distribution of other GM products. Assembly of imported vehicles.

(Also plants at Birkenhead, Brisbane, Dandenong, Elizabeth, Pagewood, Perth and Woodville)

Austria

General Motors Austria Gesellschaft m. b. H.
Mittersteig 10
Vienna 5, Austria

ROBERT W. HALLOCK, *Manager*
Import and distribution of GM products.

Belgium

General Motors Continental
Noorderlaan, 75
Antwerp, Belgium

JOHN M. LAWRENCE, *Managing Director*

Import and distribution of GM products. Vehicle assembly. Manufacture of vehicle radiators.

(Also General Motors Continental, Netherlands Branch, Parmentierplein, 1, Rotterdam 22, Holland)

Brazil

General Motors do Brasil S.A.
Av. Goias, 1805
São Caetano do Sul
São Paulo, Brazil

DAMON MARTIN, JR., *Managing Director*

Manufacture of Chevrolet commercial vehicles and Frigidaire products. Import and distribution of other GM vehicles and products.

(Also a plant at São José dos Campos)

Denmark

General Motors International A/S
Aldersrogaade 20
Copenhagen N, Denmark

WILLIAM G. SLOCUM, JR., *Managing Director*

Import and distribution of GM products. Vehicle assembly.

Finland

Suomen General Motors Oy.
Fabiansgatan 32 a
Helsinki, Finland

KNUT A. S. SUNDMAN, *Manager*

Import and distribution of GM products.

France

General Motors (France)
56 à 60, Avenue Louis Roche
Gennevilliers (Seine), France

HENRY V. LEONARD, JR., *Managing Director*

Manufacture of Frigidaire and AC-Delco products. Import and distribution of other GM products.

Germany

Adam Opel A.G.
6090 Russelsheim am Main, Germany
NELSON J. STORK, *Managing Director*

Manufacture of Opel passenger cars and light commercial vehicles.

(Also a plant at Bochum)

Frigidaire GmbH
131 Mainzerstrasse, 6200
Wiesbaden, Germany

GERALD P. JOLLES, *Manager*

Import and distribution of Frigidaire products.

General Motors GmbH
Nicolaistrasse, 8-12
Berlin-Lankwitz, Germany

Manufacture of engine bearings.

Great Britain

Euclid Ltd.
Newhouse Industrial Estates
Motherwell, Lanarkshire, Scotland
GEORGE M. PERRY, *Managing Director*
Manufacture and distribution of off-the-highway earth moving equipment.
(Also a plant at Peterhead)

General Motors Limited
General Motors Building
23 Buckingham Gate
London S.W. 1, England
H. LEE BUSCH, *Managing Director*
Manufacture of Frigidaire and AC-Delco products.
Import and distribution of other GM products.
(Plants at Dunstable, Hendon, Liverpool, Southampton and Wellingborough)

Vauxhall Motors Limited
Kimpton Road
Luton, Bedfordshire
England
WILLIAM SWALLOW, *Managing Director*
Manufacture of Vauxhall cars and Bedford commercial vehicles.
(Also plants at Dunstable and Ellesmere Port)

Italy

General Motors Italia S.p.A.
Via Tito Speri, 8
Milan, Italy
FRANK H. BERCHTOLD, *Managing Director*
Import and distribution of GM products.

Mexico

General Motors de Mexico, S.A. de C.V.
Av. Ejercito Nacional No. 843
Mexico 5, D.F.
RICHARD L. EHRLICH, *Managing Director*
Import and distribution of GM products. Vehicle assembly. Manufacture of leaf springs, batteries, spark plugs and Frigidaire products.
(Foundry and engine plant under construction at Toluca)

New Zealand

General Motors New Zealand Limited
Bouverie Street
Petone, New Zealand
IVON H. CHEW, *Managing Director*
Import and distribution of GM products. Vehicle assembly. Manufacture of Frigidaire products.

Norway

General Motors (Norway) A/S
Pilestredet 33
Oslo, Norway
JOHN M. DONOVAN, *Manager*
Import and distribution of GM products.

Peru

General Motors del Peru S.A.
Avenida Alfonso Ugarte 1140
Lima, Peru
PEDRO A. PESSOA, *Managing Director*
Import and distribution of GM products. Commercial vehicle assembly.

Portugal

General Motors de Portugal, Limitada
Rua Particular No. 1 da
Refinaria Colonial, 26 (Alcantara)
Lisbon 3, Portugal
GEORGE H. MINOR, *Manager*
Import and distribution of GM products. Vehicle assembly.
(Plant at Azambuja)

South Africa

General Motors South African (Pty.) Limited
Kempston Road
Port Elizabeth, Republic of South Africa
MAX E. WILSON, *Managing Director*
Import and distribution of GM products. Vehicle assembly. Manufacture of truck cabs, commercial bodies, other automotive components and Frigidaire products.
(Engine plant under construction)

Sweden

General Motors Nordiska A.B.
Motorvagen 1
Stockholm 20, Sweden
GERALD R. KINROSS, *Managing Director*
Import and distribution of GM products.
(Warehouse at Trelleborg)

Switzerland

General Motors Suisse S.A.
Salzhausstrasse 21
Bienne, Switzerland
EDWARD C. NURENBERG, *Managing Director*
Import and distribution of GM products. Vehicle assembly.

Uruguay

General Motors Uruguay S.A.
Avda. Sayago 1385
Montevideo, Uruguay
JOHN F. BECK, *Managing Director*
Import and distribution of GM products.

Venezuela

General Motors de Venezuela, C.A.
Carapa—Carretera de Antimano
Caracas, Venezuela
ERNEST W. MANDEVILLE, JR., *Managing Director*
Import and distribution of GM products. Vehicle assembly.

New York

Foreign Distributors Division
General Motors Corporation
224 West 57th Street
New York, N. Y.
FRANK J. WEISSE, *Managing Director*
Distribution of GM products in all overseas territories not served by plants or warehouses.

PUBLIC RELATIONS STAFF

General Motors' Public Relations Staff is divided into four major sections, with all activities reporting to Anthony G. De Lorenzo, vice president in charge of the Public Relations Staff, and his executive assistant, William E. Hamilton.

The four sections and their directors are: Communications, Ernest L. Barcella; News Relations, Thomas E. Groehn; Institutional Operations, Waldo E. McNaught, and Field Operations, Edmund Steeves.

Activities reporting to Mr. Barcella include editorial planning and services, editorial writing, shareholder relations, and the Washington Office. Operations reporting to Mr. Groehn include the News Relations Section offices in Detroit and New York. Sections reporting to Mr. McNaught include divisional relations, institutional advertising, educational relations, special projects, and Futurama (New York World's Fair). Operations reporting to Mr. Steeves include plant city and regional activities, field relations, and community activities.

In addition to public relations men listed for the General Motors divisions on previous pages, members of the General Motors Central Office Public Relations Staff are available, at office and home, to answer questions about the company and its products.

Members of the news section, offices to which they are assigned and their telephone numbers are:

NEWS RELATIONS SECTION

Thomas E. Groehn, Director Detroit Office Telephone: TRinity 3-7200, Extension 5417
Home: TUxedo 1-4584 (Grosse Pointe Woods)

DETROIT OFFICE

General Motors Building
Detroit, Michigan

Phone: TRinity 3-7200

Night Line: TRinity 3-3245 Area: 313

William M. Lovell, Manager of Detroit Office

. Extension 5418
Home: MAYfair 6-1910 (Orchard Lake)

Fred Collins Extension 5421
Home: Mldwest 6-4004 (Bloomfield Hills)

Paul E. Svoboda Extension 5423
Home: 626-1699 (Bloomfield Hills)

William M. Adams Extension 5422
Home: Llncoln 4-9192 (Royal Oak)

Edward T. Breslin Extension 5427
Home: 278-8165 (Dearborn Heights)

Bernard E. Ritzinger Extension 5426
Home: 934-5553 (Detroit)

Jack R. Harned* Extension 5424
Home: Mldwest 7-1963 (Birmingham)

Joseph H. Karshner** . JEFFerson 9-5000, Extension 2186
Home: Llncoln 3-9697 (Huntington Woods)

*Assigned to Styling Staff.

**Assigned to Research and Engineering Staffs at General Motors Technical Center.

NEW YORK OFFICE

General Motors Building
1775 Broadway, New York, New York
Phone: PLaza 7-4000

Night Lines: PLaza 7-6807 and PLaza 7-4093 Area: 212

Warren R. Jollymore, Manager of New York Office
. Extension 134
Home: Area 201—LOWell 8-6579 (Tenafly, N.J.)

Thomas C. Abbott Extension 313
Home: Area 203—TOWnsend 9-7432 (Greenwich, Conn.)

Paul J. Wetzel Extension 7555
Home: Area 203—348-2760 (Stamford, Conn.)

FUTURAMA—NEW YORK WORLD'S FAIR

POST OFFICE BOX 333

Flushing, New York

Phone: Area 212—888-4000

Harry A. Turton Extension 6320
Home: Area 203—CLEARwater
9-5532 (Fairfield, Conn.)

Terry W. Wilson Extension 7822
Home: Area 516—PO 7-2754
(Port Washington, N.Y.)

William J. Knight Extension 7826
Home: Area 516—TU 3-8349
(Port Washington, N.Y.)

August R. Buenz Extension 7828
Home: Area 212—YU 8-7848 (New York City)

WASHINGTON OFFICE

802 Cafritz Building
1625 Eye Street, N.W., Washington, D. C.
Phone: EXecutive 3-1133

Night Line: EXecutive 3-1138

Richard C. Kopke
Home: OLiver 4-0091 (Washington D. C.) Area 202

REGIONAL PUBLIC RELATIONS OFFICES

Where more convenient, writers and commentators may address editorial questions to the General Motors regional public relations offices in their area. They are:

Atlanta

(Alabama, Florida, Georgia, North Carolina, South Carolina, Northern Mississippi, Tennessee, Virginia)

Robert A. Cunningham
Public Relations Staff
1717 Rhodes-Haverty Building
Atlanta, Georgia

Office Telephone: 523-7451
Home: 255-2999

Buffalo

(New York—except Southeastern area, Pennsylvania—except Philadelphia area)

James W. Fuson, Jr.
Public Relations Staff
1809 Liberty Bank Building
Buffalo, New York

Office Telephone: 854-6368
Home: TF 9-1457

Chicago

(Northern Illinois, Iowa, Minnesota, North Dakota, South Dakota, Wisconsin)

Joseph F. Fitzgerald
Public Relations Staff
Room 400
840 North Michigan Avenue
Chicago, Illinois

Office Telephone: DElaware 7-4601 and 7-4768
Home: 724-1916

Cleveland

(Northern Ohio—except Northwestern area)

Chris J. Edmonds
Public Relations Staff
1846 Illuminating Building
55 Public Square
Cleveland, Ohio

Office Telephone: 621-6022
Home: 932-5484

Dallas

(Arkansas, Louisiana, Southern Mississippi, New Mexico, Oklahoma, Texas)

Harry L. Blair
Public Relations Staff
2608 Southland Center
Dallas, Texas

Office Telephone: RIverside 8-5548
Home: EMerson 3-1362

Dayton

(Southern Ohio and West Virginia)

Edward L. Warner, Jr.
Public Relations Staff
Room 528
333 West First Street
Dayton, Ohio

Office Telephone: 445-5000
Home: 299-6427

Detroit

(Southeastern Michigan, Northwestern Ohio and Canadian Operations)

Charles V. Hagler
Public Relations Staff
11-269 General Motors Building
Detroit, Michigan

Office Telephone: TRinity 3-7200
Home: LUzon 4-5171

Flint

(Michigan—except Southeastern area)

Walter E. Scott
Public Relations Staff
726 Mott Foundation Building
Flint, Michigan

Office Telephone: CEdar 9-6673
Home: CEdar 4-7382

Indianapolis

(Indiana, Kentucky)

Bedford C. Culp
Public Relations Staff
309 Chamber of Commerce Building
Indianapolis, Indiana

Office Telephone: MElrose 5-6564
Home: VIctor 6-8248

Kansas City

(Colorado, Southern Illinois, Kansas, Missouri, Nebraska, Wyoming)

Thomas L. Pond
Public Relations Staff
2710 Power and Light Building
106 West 14th Street
Kansas City, Missouri

Office Telephone: HArrison 1-3322
Home: NIagara 8-3658

Los Angeles

(Arizona, Southern California, Southern Nevada, Utah)

R. T. Kingman, Jr.
Public Relations Staff
Room 1011
3325 Wilshire Boulevard
Los Angeles, California

Office Telephone: 387-7351
Home: GLadstone 4-0558

New York

(Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, Southeastern New York, Philadelphia area, Rhode Island, Vermont)

Frank R. Faraone
Public Relations Staff
1775 Broadway
New York, New York

Office Telephone: PLaza 7-4000
Home: PLaza 5-9183

San Francisco

(Northern California, Idaho, Montana, Northern Nevada, Oregon, Washington, Alaska)

James L. Tolley
Public Relations Staff
Room 508
405 Montgomery Street
San Francisco, California

Office Telephone: YUkon 1-1617
Home: 583-7561

GENERAL MOTORS CORPORATION
and consolidated subsidiaries

STATISTICAL

Year	Net Sales	Net Income	Net Income as % of Sales	Dividends on Preferred Stocks	Amount Earned on Common Stock		Dividends on Common Stock		Total Dividends on Preferred and Common Stocks as % of Net Income
					Total	Per Share*	Total	Per Share*	
1944	\$ 4,262,249,472	\$ 170,995,865	4.0%	\$ 9,178,220	\$ 161,817,645	\$.61	\$ 132,063,371	\$.50	82.6%
1945	3,127,934,888	188,268,115	6.0	9,178,220	179,089,895	.68	132,066,520	.50	75.0
1946	1,962,502,289	87,526,311	4.5	9,782,407	77,743,904	.29	99,158,674	.38	124.5
1947	3,815,159,163	287,991,373	7.5	12,928,310	275,063,063	1.04	132,167,487	.50	50.4
1948	4,701,770,340	440,447,724	9.4	12,928,315	427,519,409	1.62	197,845,688	.75	47.9
1949	5,700,835,141	656,434,232	11.5	12,928,316	643,505,916	2.44	351,380,264	1.33	55.5
1950	7,531,086,846	834,044,039	11.1	12,928,315	821,115,724	3.12	526,111,783	2.00	64.6
1951	7,465,554,851	506,199,560	6.8	12,928,313	493,271,247	1.88	350,249,851	1.33	71.7
1952	7,549,154,419	558,721,179	7.4	12,928,313	545,792,866	2.08	349,041,039	1.33	64.8
1953	10,027,985,482	598,119,478	6.0	12,928,312	585,191,166	2.24	348,760,514	1.33	60.5
1954	9,823,526,291	805,973,897	8.2	12,928,309	793,045,588	3.03	436,507,196	1.67	55.8
1955	12,443,277,420	1,189,477,082	9.6	12,928,305	1,176,548,777	4.30	592,245,497	2.17	50.9
1956	10,796,442,575	847,396,102	7.8	12,928,302	834,467,800	3.02	552,853,282	2.00	66.8
1957	10,989,813,178	843,592,435	7.7	12,928,300	830,664,135	2.99	555,453,812	2.00	67.4
1958	9,521,965,629	633,628,076	6.7	12,928,298	620,699,778	2.22	558,940,800	2.00	90.3
1959	11,233,057,200	873,100,149	7.8	12,928,296	860,171,853	3.06	561,838,126	2.00	65.8
1960	12,735,999,681	959,042,489	7.5	12,928,293	946,114,196	3.35	564,190,599	2.00	60.2
1961	11,395,916,826	892,821,444	7.8	12,928,292	879,893,152	3.11	707,383,013	2.50	80.7
1962	14,640,240,799	1,459,077,450	10.0	12,928,290	1,446,149,160	5.10	850,465,125	3.00	59.2
1963	16,494,818,184	1,591,823,058	9.7	12,928,288	1,578,894,770	5.56	1,135,809,405	4.00	72.2

Factory Sales of Cars and

Cars and Trucks Manufactured in the United States

Year	PASSENGER CARS						TRUCKS AND COACHES			TOTAL United States
	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	TOTAL	Chevrolet	GMC	TOTAL	
1954	536,894	122,144	1,421,476	431,462	372,051	2,884,027	328,102	83,823	411,929*	3,295,956
1955	780,237	153,134	1,821,695	642,156	580,464	3,977,686	392,193	106,793	498,986	4,476,672
1956	535,315	140,340	1,619,578	433,061	334,628	3,062,922	351,032	93,787	444,819	3,507,741
1957	407,546	152,660	1,519,340	390,305	341,875	2,811,726	352,562	72,890	425,452	3,237,178
1958	258,394	126,087	1,263,690	310,909	220,767	2,179,847	280,302	66,096	346,398	2,526,245
1959	232,757	138,610	1,428,336	366,879	389,616	2,556,198	326,448	77,371	403,819	2,960,017
1960	304,085	158,719	1,874,659	400,379	447,868	3,185,710	393,100	102,567	495,667	3,681,377
1961	292,398	147,957	1,605,434	322,366	362,147	2,730,302	343,677	76,333	420,010	3,150,312
1962	416,087	159,014	2,158,958	458,045	545,884	3,737,988	396,123	88,712	484,835	4,222,823
1963	480,082	164,651	2,302,458	504,853	625,688	4,077,732	482,769	101,189	583,958	4,661,690

GENERAL MOTORS CORPORATION
and consolidated subsidiaries

SUMMARY

Net Income Retained for Use in the Business		Expenditures for Plant and Equipment (Excluding Special Tools)	Worldwide		At December 31			Year
Total	Per Share*		Payrolls	Average Number of Employees	Common and Preferred Shareholders		Net Working Capital	
					Number	Equity		
\$ 29,754,274	\$.11	\$ 40,209,782	\$1,396,044,634	477,072	424,739	\$1,304,071,620	\$ 903,409,918	1944
47,023,375	.18	113,675,758	1,022,112,178	356,540	426,018	1,351,094,995	775,229,420	1945
21,414,770†	.09†	287,556,942	887,267,511	311,543	437,925	1,427,680,225	768,730,888	1946
142,895,576	.54	187,189,081	1,174,980,654	387,303	436,510	1,570,575,801	865,373,105	1947
229,673,721	.87	142,639,800	1,305,489,590	392,107	433,945	1,800,249,522	1,086,680,131	1948
292,125,652	1.11	130,420,003	1,472,087,750	426,137	434,075	2,092,375,174	1,265,916,125	1949
295,003,941	1.12	175,621,363	1,843,342,263	495,627	445,573	2,387,379,115	1,506,256,144	1950
143,021,396	.55	259,811,173	1,905,691,399	501,812	478,924	2,530,400,511	1,456,758,140	1951
196,751,827	.75	343,064,482	2,062,103,065	490,749	487,624	2,727,152,338	1,191,221,891	1952
236,430,652	.91	500,909,068	2,676,044,049	585,602	494,632	2,982,531,816	1,236,134,209	1953
356,538,392	1.36	754,650,239	2,610,195,006	576,667	487,639	3,339,070,208	1,350,561,015	1954
584,303,280	2.13	608,121,546	3,127,145,514	624,011	565,408	4,255,055,724	2,058,257,831	1955
281,614,518	1.02	890,526,891	2,895,768,446	599,243	656,076	4,581,590,189	1,745,974,246	1956
275,210,323	.99	473,888,927	2,954,775,530	588,160	717,746	4,905,107,782	1,861,363,078	1957
61,758,978	.22	269,382,628	2,688,379,697	520,925	750,731	5,016,839,689	2,098,705,137	1958
298,333,727	1.06	319,940,202	3,083,759,866	557,218	786,744	5,371,011,318	2,566,157,275	1959
381,923,597	1.35	525,972,182	3,487,092,528	595,151	830,873	5,814,660,789	2,799,315,560	1960
172,510,139	.61	503,224,903	3,238,818,071	552,984	867,052	6,025,655,017	3,058,577,064	1961
595,684,035	2.10	645,113,381	3,894,873,691	604,718	1,059,225	6,650,971,621	3,528,029,982	1962
443,085,365	1.56	647,221,971	4,312,751,823	640,073	1,068,151	7,121,011,941	3,727,408,166	1963

*In terms of present \$1½ par value common stock.
†Italics indicate excess of dividends over net income.

Trucks, including export shipments

Cars and Trucks Manufactured Outside the United States							TOTAL Canada and Overseas	TOTAL Sales all Sources	Year
CANADIAN PLANTS	Argentina	Australia	Brazil	England	W. Germany	TOTAL			
153,808	—	54,796	—	130,951	164,117	349,864	503,672	3,799,628	1954
161,374	—	63,800	—	142,149	186,999	392,948	554,322	5,030,994	1955
184,981	—	68,893	—	123,643	205,605	398,141	583,122	4,090,863	1956
181,322	—	94,557	—	143,573	228,736	466,866	648,188	3,885,366	1957
186,625	—	110,626	—	174,124	312,873	597,623	784,248	3,310,493	1958
180,216	—	115,308	16,274	244,655	334,444	710,681	890,897	3,850,914	1959
208,357	—	140,336	18,128	245,981	366,817	771,262	979,619	4,660,996	1960
196,407	—	112,680	13,584	186,388	377,258	689,910	886,317	4,036,629	1961
268,624	—	133,325	18,977	215,974	378,878	747,154	1,015,778	5,238,601	1962
307,651	3,749	166,118	12,019	248,227	574,796	1,004,909	1,312,560	5,974,250	1963

*Including 4 units produced by Pontiac.

HIGHLIGHTS OF 1963

SALES

Sustained demand for General Motors automotive and non-automotive products throughout 1963 reflected excellent consumer acceptance of the Corporation's products, and an exceptional reception of GM's 1964 model cars and trucks which were introduced in the fall. Dollar sales for 1963 were a record.

	<u>1963</u>	<u>1962</u>
Dollar sales of all products		
Civilian	\$15,953,932,000	\$14,159,322,000
Defense	540,886,000	480,919,000
Total	\$16,494,818,000	\$14,640,241,000

Worldwide factory unit sales of General Motors cars and trucks totaled a record 5,974,000 in 1963, 14% above 1962, the previous record year. The year's total for GM's United States plants was 10% above 1962, sales of Canadian-produced vehicles were 15% above 1962, and 1963 sales of overseas plants were 34% above the previous year.

	<u>1963</u>	<u>1962</u>
Factory sales of cars and trucks		
Manufactured in U. S. plants	4,662,000	4,223,000
Manufactured in Canadian plants	307,000	269,000
Manufactured in Overseas plants	1,005,000	747,000
Total	5,974,000	5,239,000

EARNINGS

Net income after taxes in 1963 of \$1,592 million was the highest in the Corporation's history. Earnings on the common stock amounted to \$5.56 per share. Dividends of \$4.00 per share, a record amount, were paid to common shareholders and \$1.56 per share was retained for use in the business.

	<u>1963</u>	<u>1962*</u>
Net income	\$ 1,591,823,000	\$ 1,459,077,000
As a per cent of sales	9.7%	10.0%
Earned per share of common stock	\$5.56	\$5.10
Dividends per share of common stock	\$4.00	\$3.00

*Net income and amount earned per share of common stock for 1962 include extraordinary income equivalent to \$0.27 per share from General Motors' investment in Ethyl Corporation, which was sold in 1962.

TAXES

General Motors provided a total of 2,245 million for U. S. Federal, state, local and foreign taxes in 1963, an amount equivalent to \$1.41 for each dollar of net income, \$1.95 for each dollar of dividends, \$7.91 for each share of common stock, and 53 cents for each dollar of payrolls.

	<u>1963</u>	<u>1962</u>
Provision for U. S. and foreign income taxes	\$ 1,762,100,000	\$ 1,475,400,000
Other tax provisions (including state, local and GM's share of social security taxes)	482,700,000	447,000,000
Total taxes	\$ 2,244,800,000	\$ 1,922,400,000
Total taxes per share of common stock	\$7.91	\$6.78
Total taxes per dollar of net income	\$1.41	\$1.32
Total taxes per dollar of dividends	\$1.95	\$2.23

In addition, sales and excise taxes, which are excluded from both sales and costs in the Statement of Consolidated Income, amounted to \$1,319 million in 1963, bringing total ascertainable taxes applicable to General Motors operations during the year to \$3,564 million. This amount is equivalent to \$12.56 per share of common stock and is three times the record amount paid in dividends in 1963. General Motors operations also generated sizeable revenues for Federal, state and local governments in the U.S., Canada and abroad in the form of personal income taxes on GM dividends and on wage and salary payments, as well as taxes paid by GM dealers and suppliers.

The following amounts have been provided by General Motors in the past ten years for U.S. and foreign income taxes:

1954	\$ 838,985,469	1959	\$ 919,100,000
1955	1,353,350,357	1960	1,078,500,000
1956	894,018,508	1961	875,200,000
1957	805,120,153	1962	1,475,400,000
1958	481,800,000	1963	1,762,100,000

MODERNIZATION AND EXPANSION

Expenditures for plant and equipment during 1963, exclusive of special tools for production of current models, totaled \$647 million, compared with \$645 million in 1962.

The Corporation's program of plant modernization and expansion was continued in 1963. Of major significance was the completion of a new assembly plant at Fremont, California, to enable the Corporation better to serve the needs of the growing western part of the country. A substantial moderniza-

tion and expansion of the Tarrytown, New York, Chevrolet and Fisher Body assembly plants was also brought to conclusion during the year. Modernization programs were completed at Chevrolet and Fisher facilities in St. Louis and Kansas City, Missouri, and are continuing at the Chevrolet and Fisher assembly plants in Flint, Michigan, the Linden assembly plant in New Jersey and the Central Foundry plants. Work was begun on the modernization of the Chevrolet foundry at Tonawanda, New York. Modernization and expansion of the Cadillac and Fisher-Fleetwood plants in Detroit will be completed this year, as will the construction of new engineering facilities at Packard Electric in Warren, Ohio, and at Guide Lamp in Anderson, Indiana.

Plant expenditure programs for overseas operations in 1963 included continued expansion of manufacturing facilities in England, Germany and Australia. A new car and truck assembly plant was completed near Lisbon, Portugal, where General Motors has long had a warehousing operation. A warehouse and office building for General Motors (Norway) was completed near Oslo in the last quarter of 1963.

Other expansion programs were announced in late 1963. General Motors de Mexico is constructing a foundry and engine machining plant near Mexico City where the subsidiary has assembled vehicles since 1937. General Motors South African, the largest vehicle assembly operation on the continent of Africa, has begun construction of a new engine plant at Port Elizabeth, where its operations have been carried on since 1926. These two subsidiaries are beginning engine manufacturing in accord with government programs directed toward increasing the locally produced content of motor vehicles.

On consummation of negotiations with the Peruvian government, a new assembly plant will be built near Lima, Peru. This will permit passenger cars to be produced in addition to the commercial vehicles now being assembled in Lima. A new vehicle assembly plant also is planned by General Motors New Zealand to increase capacity. In Austria and Italy new subsidiaries were established in 1963 to handle the import and distribution of GM vehicles in these countries.

DEFENSE AND SPACE ACTIVITIES

During 1963, General Motors was engaged in a wide variety of projects relating to the nation's defense and space programs. The company's sales of products for the U.S. defense and space programs reached the highest level in six years.

Allison Division was awarded a contract for development of a T78 regenerative gas turbine engine for long-range search and patrol aircraft. Allison also won a contract to produce the

TX-100 fully automatic transmission, the newest of the Allison military drive systems for use on armored personnel carriers.

AC Spark Plug Division, a leader in the development and production of guidance systems for missiles and spacecraft, is working under contracts from the National Aeronautics and Space Administration to develop and manufacture guidance equipment for the Apollo vehicle to carry a three-man team to the moon and back. In December, AC delivered the first guidance system to the Air Force for the Titan III standard space launch vehicle.

SUPPLIERS

Payments to General Motors suppliers during 1963 totaled more than \$7,500 million, or over 45 cents of every dollar GM received during the year.

According to a recent survey, General Motors buys materials, parts, components and services from more than 32,000 suppliers in the United States alone. More than 77% of these suppliers have fewer than 100 employees. This fact illustrates the interdependence of large and small business which is characteristic of the American economy and an important source of its continuing strength.

WHERE GM'S DOLLAR GOES

GM received in 1963	MILLIONS:	
From sale of its products and other income (net)	\$16,627	100%
These receipts went		
To suppliers for materials, services, etc.	7,528	45¼
To employees for payrolls, employee benefit plans, etc.	4,787	28¾
For Federal, state and local taxes . . .	2,245	13½
To provide for depreciation and obsolescence of plants and equipment	475	2¾
To GM shareholders	1,149	7
For use in the business to provide facilities and working capital	443	2¾

PEOPLE OF GENERAL MOTORS

EMPLOYMENT AND PAYROLLS

General Motors employed more people in 1963 than anytime in the Corporation's history. The average for the year throughout the world was 640,000 men and women, including 157,000 employees outside the United States. GM's payrolls totaled \$4,313 million, including overtime, night shift premiums, cost-of-living allowances and vacation and holiday

pay, but not benefits such as pensions, insurance, state unemployment benefits and GM supplements thereto, GM's share of social security costs and GM contributions to the Savings-Stock Purchase Program.

The amount paid to employees in 1963, directly as compensation or indirectly through employee benefit programs, amounted to approximately 29 cents for every dollar GM received.

World Wide Employment

	1963	1962
Average number of employees	640,000	605,000
Total payrolls	\$4,312,752,000	\$3,894,874,000

U. S. Hourly-Rate Employment

Average number of hourly-rate employees . . .	354,000	338,000
Total hourly-rate payrolls	\$2,654,778,000	\$2,395,757,000
Average weekly wage of hourly-rate employees . . .	\$144.34	\$136.19

EMPLOYEE BENEFIT PLANS

Contributions by GM under benefit programs for U. S. employees totaled about \$400 million in 1963. These programs, some of which have been in effect for more than 35 years, are designed to give employees a greater interest in the Corporation and to protect employees and their families from the various financial hazards of life. They also assist employees in planning for their future needs. The pension program assures employees an income after retirement, thus helping free them from worry about supporting themselves in old age. Under other programs, employees receive income in the event of inability to work because of illness or when there is no work available to them. Coverage of hospital and medical expenses is provided, as is life insurance protection. The Savings-Stock Purchase Program, under which General Motors contributes \$1 for each \$2 the employees save, assists salaried employees in building up savings for the future and at the same time provides them with an opportunity to acquire General Motors stock.

Similar programs to help employees provide greater security for themselves and their families are available for Canadian employees. In General Motors subsidiaries overseas, plans generally in accord with local custom are in effect.

The record of participation in the various benefit programs demonstrates their value to employees. In 1963 nearly 100% of eligible employees in the U. S. and Canada participated in the group insurance plans and 96% in the contributory part of the retirement programs for salaried employees. At the end of 1963 there were 35,407 persons receiving monthly benefits under the hourly-rate pension plans and 10,366 persons receiving payments under the salaried retirement programs.

SAVINGS-STOCK PURCHASE PROGRAM

The Savings-Stock Purchase Program enables a salaried employee with at least one year of service to save up to 10 per cent of his base salary plus cost-of-living allowance, with GM contributing 50 cents for each dollar he saves. Half of the employee's savings is invested by the trustees in government

securities and the other half and all of GM's contribution are invested in GM common stock.

Participating employees enroll either under the Savings Fund Plan, in which classes mature at the end of the fifth year after the year of formation, or the Retirement Thrift Plan, in which classes in effect five or more years mature upon termination of the participant's employment.

At the end of 1963, the Savings Fund Plan class for 1958 matured, and on January 23, 1964, the 58,800 employees in the U. S. who participated received 938,900 shares GM common stock, Government securities and cash with a total value of \$94.5 million. The distribution represented a return of more than \$3.00 to participating employees for each dollar saved.

More than 111,000 salaried employees in the U. S. and Canada, or about 89 per cent of those eligible, participated in the 1963 class of the Savings-Stock Purchase Program. Their savings amounted to \$73 million, or an average of 7.9 per cent of their salaries. As of December 31, 1963, cash and securities, with a total cost of \$457.7 million, including \$5,894,000 shares of GM common stock, were being held for unmaturing Savings Fund Plan classes and for all Retirement Thrift Fund Plan classes formed since the inception of the program in 1955.

SUGGESTION PLAN

More than \$7 million in suggestion awards was paid to employees in the U. S. and Canada for 168,615 suggestions adopted under the General Motors Employee Suggestion Plan in 1963. The maximum award under the Plan was increased from \$5,000 to \$6,000 in October, 1963. During the year, 72 maximum awards of \$5,000 and 15 of \$6,000 were paid. Since 1942 when the Plan was begun, awards have totaled \$55.1 million for 1,226,113 suggestions adopted. The Plan enables the company to reward employee initiative and produces ideas which make GM employees' jobs easier and improve procedures, processes, quality and safety.

SAFETY RECORD

General Motors employees again achieved an outstanding record of industrial safety for the company in 1963. Out of every 1,000 GM employees in the U. S. and Canada, 998 lost no time from on-the-job accidents or occupational diseases during the year. This record is the result of an intensive and continuing accident prevention and health maintenance program and excellent cooperation among full-time safety staffs supervisory personnel, and plant employees.

GM'S OWNERS

General Motors shareholders, both common and preferred, totaled approximately 1,068,000 at the end of 1963. The total was increased further in January, 1964, reflecting the second distribution of GM common stock by Du Pont to its share-

holders and the distribution of stock to salaried employees participating in the Savings-Stock Purchase Program. At the year-end, there were 771,000 individual accounts; 189,000 joint tenancy accounts, each of which represents two or more

people; and 108,000 accounts representing institutions and groups such as estates and trusts, insurance companies, colleges, etc. Over 75% of all GM shareholders held 100 shares or less.

SCIENTIFIC, PRODUCT, AND INDUSTRIAL PROGRESS

GENERAL MOTORS TECHNICAL CENTER

The General Motors Technical Center north of Detroit is one of the world's greatest industrial research facilities. This group of 27 ultra-modern buildings, from gatehouses to laboratories, offices, and shop buildings, covers 330 acres of a 900-acre tract. Its various building groups stand along three sides of a 22-acre artificial lake, giving the Center a campus-like atmosphere. It is the workshop of more than 5,000 scientists, engineers, researchers, stylists, designers, mechanics, machinists, and other specialists who use science and technology to improve GM products and provide better values for GM customers.

Five central staff organizations are located on the main Technical Center site—Research Laboratories, Engineering Staff, Styling, Manufacturing Development and the Service Section for the Center. They fulfill these assignments:

Research Laboratories develops fundamental information useful to technical groups within GM. Its work encompasses metallurgy, chemistry, physics and many phases of mechanical engineering. In addition, its specialized facilities and personnel are made available to the GM divisions for service problems. GM Research Laboratories also maintains a 10-acre Florida Test Field (near Homestead) for weather exposure tests of all types of automotive materials.

Engineering Staff concentrates on long-range development work with automotive engines, suspensions, automatic transmissions, body structures, vehicle components and ordnance vehicles. This staff undertakes special design projects beyond the research stage but not close enough to production to justify development by GM divisions. It furnishes special facilities and engineering services to the divisions.

Styling serves as the central styling and design department for GM's automotive divisions and some non-automotive divisions.

Manufacturing Development works on engineering studies and exploratory projects to improve manufacturing techniques and on processes that improve plant efficiency, increase quality and lower cost of products.

The Service Section operates and maintains facilities and services for the Technical Center.

East of the center area, the Chevrolet Motor Division has its engineering center, the Fisher Body Division has its general offices and central engineering, and Ternstedt Division has its divisional office and engineering buildings. More than 17,000

General Motors employees work in these facilities and the Technical Center.

GENERAL MOTORS PROVING GROUNDS

General Motors has the world's most extensive privately-owned automotive testing facilities. The General Motors Proving Ground near Milford, Michigan, was established in 1924—the first in the industry—and now covers 4,011 acres. In addition, GM has a 2,280 acre Desert Proving Ground near Mesa, Arizona. Originally organized 27 years ago for hot weather or specialized testing, it now operates full schedule the year around and in 1963-64 its facilities were enlarged and modernized.

The Milford installation has more than 70 miles of road constructed on different types of terrain and surfaced with a wide variety of materials. Its 37 buildings house test garages, a noise and vibration laboratory, chassis dynamometers, a weather station, and other testing aids. The Mesa acreage has six major buildings, several other structures and nearly 16 miles of roads, including a five-mile circular banked track.

The Proving Ground Section also maintains the GM Pikes Peak engineering test headquarters at Manitou Springs, Colorado, as a base for testing cars and trucks under extreme grade and altitude conditions.

PROGRESS IN HIGHWAY SAFETY

General Motors contributes to promotion of highway safety through a broad range of activities. Continuing efforts to improve the inherent safety of motor vehicles involves developing new designs and devices to facilitate safe driving and to minimize crash injuries. In addition, current research on advanced concepts of vehicle and traffic control offers promise of significant long range developments in the field of driver aids.

Another phase of GM's traffic safety program is encouragement of good driving, highway modernization and improved traffic control. This is done primarily through support of the Automotive Safety Foundation, which contributes to research, training, field services and other programs of several national organizations and universities. General Motors executives and technicians also participate in work of leading agencies such as the National Highway Users Conference, National Safety Council, Auto Industries Highway Safety Committee, and the Highway Research Board.

General Motors also carries on many independent activities in the field of driver improvement, notably through contributions to high school driver education.

EDUCATIONAL PROGRAMS

GENERAL MOTORS INSTITUTE

General Motors Institute began in 1919 as an evening school, became a part of General Motors in 1926, and has developed into the world's largest industrial educational institution. Accredited as a bachelor degree-granting institution by the North Central Association of Colleges and Secondary Schools, it offers an Engineering Program using the cooperative plan of education. The Engineering Program leads to the bachelor's degree in industrial, mechanical or electrical engineering. As the central training agency for General Motors, GMI also conducts a wide range of part-time management and specialized technical courses for the development of employees of GM units.

Young men with outstanding scholastic and leadership qualities are appointed by General Motors units to the Engineering Program which involves alternating periods of study at GMI and related work assignments in GM units. Approximately 2,500 students are enrolled in the program.

During 1963 the Institute's entire educational and training activities served about 25,000 GM employees.

Information is available from the Admissions Office, General Motors Institute, Flint, Michigan. Public Relations for the Institute is handled by William Sines—telephone: Cedar 4-8611.

GENERAL MOTORS TRAINING CENTERS

To offer increasingly better service to owners of General Motors products, GM conducts an educational program in 30 training centers across the nation to keep automotive mechanics abreast of improved service methods and technological advances. The facilities are also used to train GM dealer personnel in management and selling techniques. More than 3,660,000 enrollees participated in GM training programs in 10 years of operation.

A typical center has specialized shop classrooms for use by Chevrolet, Pontiac, Oldsmobile, Buick, Cadillac, GMC Truck & Coach, Fisher Body, United Motors Service and Frigidaire divisions. At five of the centers there are also facilities for training mechanics in servicing Allison transmissions, Detroit Diesel engines and Euclid road machinery. AC Spark Plug also conducts special classes. Courses last from one to 10 days.

High school and vocational school teachers also are invited each summer to attend classes at the centers dealing with the latest automotive repair and service techniques. Last year some 595 teachers received 33,358 hours of instruction in 22 training center locations.

SERVICES TO EDUCATORS

The Educational Relations Section of General Motors' Public Relations Staff maintains close working relationships and promotes mutual understanding between GM and educators across the nation.

In cooperation with GM divisions and staffs, the section makes available over 400 classroom aids, such as booklets, charts, films, manuals and equipment to teachers and students. They include materials in the fields of science, engineering, vocational training, social studies and economics, career guidance, driver training and automobile safety. This section edits and publishes the *General Motors Engineering Journal*, a quarterly technical magazine distributed free to over 12,000 college and university educators in engineering and allied sciences throughout the world.

Conferences sponsored by the section each year bring college and university educators in science and engineering, high school teachers of science and mathematics, and high school counselors into direct contact with GM people. The high school science teacher program is coupled with summer employment in GM divisions.

Booklets, charts and films are produced and distributed by General Motors and its divisions on various subjects, including basic scientific and technical principles, highway and traffic safety, current and historical material about GM and the automobile industry, and other topics related to industry.

The GM Previews of Progress, a travelling science show designed primarily for secondary school students, is seen by over a million students annually. Seven units are currently presenting the show at schools in the United States.

SUPPORT OF HIGHER EDUCATION

General Motors expenditures in support of higher education during 1963 totaled more than \$9.7 million. This amount includes undergraduate scholarships, grants-in-aid to private colleges, contributions for fellowships, research projects, and educational conferences and support of General Motors Institute.

Under the General Motors Scholarship Program in the 1963-64 academic year, approximately 1,600 young men and women are taking courses of their choice at 229 colleges and universities. These students are free to choose their field of study and there is no requirement that they become GM employees. Through 1963, a total of 1,903 GM scholarship holders have been graduated from U. S. colleges and universities. Their records have been outstanding, both in class and campus activities, and over 70 per cent of them have studied or plan to study for advanced degrees.

Under the General Motors Tuition Refund Plan, the Corporation reimburses tuition expenses of salaried employees who successfully complete approved spare time college level courses. In 1963, a total of 7,765 employees benefited under this plan.

The Canadian and some of the overseas operations of General Motors also have scholarship, fellowship, and other programs of support for higher education to meet the needs of their respective countries.

YOUTH ACTIVITIES

In the 1962-63 school year, General Motors granted allowances to GM dealers totaling \$1,272,250 on 5,089 cars which were loaned to high schools for driver training programs.

American Youth, a magazine edited especially for teenagers with particular emphasis on safe driving practices, is sent free by General Motors to newly-licensed young drivers at their homes. It is published every other month and has a circulation of about 1,500,000 per issue.

Other General Motors educational activities include support for farm youth programs, including sponsorship since 1945 of the national 4-H Safety Program and providing incentive awards to Future Farmers of America members for outstanding agricultural achievements; the Fisher Body Craftsman's Guild, which sponsors a model car competition each year for boys in the United States of ages 11 through 20; and the All-American Soap Box Derby, an annual event which now also includes six foreign countries, in which more than a million boys have participated since 1934, sponsored by Chevrolet Motor Division in cooperation with newspapers, television and radio stations, civic groups and fraternal organizations.

HISTORICAL HIGHLIGHTS

GROWTH OF GENERAL MOTORS

R. E. Olds built his first successful Oldsmobile in 1897. Five years later Henry M. Leland founded Cadillac, and in 1903 the Buick Motor Company was formed from a predecessor firm established by David Buick. In 1907 Edward M. Murphy organized the Oakland Motor Car Company in Pontiac, Michigan. These four firms became the nucleus of General Motors, following its incorporation by W. C. Durant on September 16, 1908.

Durant had genius as a creator and salesman but lacked administrative talent. Twice GM experienced serious financial difficulties—in 1910 and again in 1920. Alfred P. Sloan, Jr., who assumed the GM presidency in 1923, recognized GM's basic organizational problems and created a new concept of management philosophy. To achieve the balance necessary for flexible operation, he established GM management on a foundation of centralized policy and decentralized administration. This idea has since been adopted by many other companies.

GM was a pioneer in many ways. Most early car manufacturers concentrated on a few models in a particular price class, but GM's management sought diversification in both price and makes of cars.

The company was quick to recognize disadvantages in depending wholly upon outside sources for parts. The first exclusive parts manufacturing unit to join General Motors (in 1910) was Jackson-Church-Wilcox, forerunner of the Saginaw Steering Gear Division. It was followed in the same year by the Champion Ignition Company, now AC Spark Plug Division.

Another important step toward closer supervision over quality and cost of parts was taken in 1918, when United Motors Corporation joined GM. This organization included the Dayton Engineering Laboratories, Remy Electric, Klaxon, Harrison Radiator, Jaxon Steel Products, Hyatt Roller Bearing, New Departure and United Motors Service companies. Also in 1918, the GM lines of cars were augmented by Chevrolet, and in the following year Fisher Body became affiliated with GM.

The growth of General Motors since then has been largely from within. The name Frigidaire, for example, was virtually unknown when GM launched the division's pioneering career in the household appliance industry. Development by GM of the two-cycle Diesel engine sparked the growth of the entire group of Diesel divisions. Allison Division is now a leading producer of aviation engines and heavy-duty transmissions, but it was only a small engineering firm when it joined GM in 1929.

Growth of General Motors in Canada has paralleled that in the United States. The McLaughlin Motor Car Co. Ltd. began manufacturing Buicks in Canada under contract in 1907, and participated in organizing the Chevrolet Motor Company of Canada in 1915. The two firms were merged to form General Motors of Canada, Ltd. in 1918. Another subsidiary, The McKinnon Industries, Ltd., which was organized in 1878 and joined GM in 1929, manufactures major parts and assemblies for GM Canadian cars. Frigidaire Products of Canada Ltd. was organized in 1941 and General Motors Diesel Ltd. in 1949.

By the 1920's, the world-wide automobile market had grown sufficiently for GM to take advantage of the economies of assembling American-type vehicles overseas, and a number of assembly plants abroad between 1923 and 1928. It soon became evident, however, that the major share of growing overseas demand would be met by smaller, lighter, low pow-

ered, low price cars. Accordingly, General Motors assumed the manufacture of Vauxhall cars in England in 1925 and of Opel cars and trucks in Germany in 1929.

In Australia, where the Corporation has operated assembly plants since 1926, GM introduced the Holden, the first line of Australian-built automobiles, in 1948. In South America, where GM has had assembly operations for 35 years, the Corporation started manufacturing trucks in Brazil in 1959 and recently completed a new plant in Argentina for car and truck manufacture.

General Motors products are sold and serviced in every country of the free world outside the U. S. and Canada. In a number of countries abroad, GM also manufactures automotive parts and accessories and Frigidaire household and commercial appliances and Euclid road machinery equipment.

PRODUCTION RECORDS

The following figures represent the world-wide unit production by General Motors of certain products from the time GM began building them through December 31, 1963. GM, of course, also builds many other important products.

Passenger cars	80,577,482
Commercial vehicles	15,836,845
Electric refrigerators	20,414,532
Diesel locomotives	24,120
Diesel engines	775,641
Aircraft engines	259,147

CHAIRMEN AND PRESIDENTS OF GENERAL MOTORS

Chairmen of the Board

THOMAS NEAL	Nov. 19, 1912—Nov. 16, 1915
PIERRE S. DU PONT	Nov. 16, 1915—Feb. 7, 1929
LAMMOT DU PONT	Feb. 7, 1929—May 3, 1937
ALFRED P. SLOAN, JR.	May 3, 1937—April 2, 1956
ALBERT BRADLEY	April 2, 1956—Aug. 31, 1958
FREDERIC G. DONNER	Sept. 1, 1958—

Presidents

GEORGE E. DANIELS	Sept. 22, 1908—Oct. 20, 1908
WILLIAM M. EATON	Oct. 20, 1908—Nov. 23, 1910
JAMES J. STORROW	Nov. 23, 1910—Jan. 26, 1911
THOMAS NEAL	Jan. 26, 1911—Nov. 19, 1912
CHARLES W. NASH	Nov. 19, 1912—June 1, 1916
WILLIAM C. DURANT	June 1, 1916—Nov. 30, 1920
PIERRE S. DU PONT	Nov. 30, 1920—May 10, 1923
ALFRED P. SLOAN, JR.	May 10, 1923—May 3, 1937
WILLIAM S. KNUDSEN	May 3, 1937—Sept. 3, 1940
CHARLES E. WILSON	Jan. 6, 1941—Jan. 26, 1953
HARLOW H. CURTICE	Feb. 2, 1953—Aug. 31, 1958
JOHN F. GORDON	Sept. 1, 1958—

Mr. Wilson served as acting president from June 18, 1940, when Mr. Knudsen was granted a leave of absence to direct national industrial defense production, until his election as president. Mr. Curtice served as acting president from December 1, 1952, when Mr. Wilson was granted a leave of absence from GM prior to his confirmation as Secretary of Defense, until his election as president.

FAMOUS GM DATES

1897	Olds Motor Vehicle Company organized and first Oldsmobile produced.		First GM vehicle assembled abroad, in Denmark.
1901	First American car to be manufactured in quantity was the famous curved-dash Oldsmobile runabout.	1925	Yellow Truck & Coach Manufacturing Company organized, with General Motors Truck as a subsidiary and General Motors Corporation holding a large interest.
1902	Cadillac Automobile Company organized.		Vauxhall Motors Ltd., Luton, England, acquired by General Motors.
1903	Buick Motor Company organized.	1926	Pontiac car introduced by Oakland.
1907	Oakland Motor Car Company (predecessor of Pontiac Motor Division) organized.		Cadillac introduced shatter-resistant safety glass.
1908	Fisher Body Company organized.	1928	Synchromesh transmission introduced by Cadillac.
	General Motors Company organized (Sept. 16).	1929	First room air conditioner manufactured by Frigidaire.
	Cadillac won Dewar trophy in London for demonstrating interchangeability of parts, a basic element in mass production.		Adam Opel A. G., Germany, acquired by General Motors.
1910	Cadillac was first manufacturer to offer closed bodies as standard equipment.		Allison Engineering Company joined General Motors.
1911	Chevrolet Motor Company and General Motors Export Company organized.	1933	No-Draft Ventilation, developed by Fisher Body, introduced on all GM cars.
	First successful electric self-starter developed by C. F. Kettering and installed in a Cadillac.		Individual front wheel suspension, called Knee-Action, developed by GM Engineering Staff.
	General Motors Truck Company organized to handle sales of GM's Rapid and Reliance products.	1934	Two-cycle Diesel developed by GM hauled the first American Diesel-powered streamlined train.
1914	Cadillac was first in U. S. to produce a V-type, water-cooled, eight-cylinder engine.	1935	Electro-Motive Division established.
1916	General Motors organized as a corporation under Delaware law (Oct. 13) to acquire all stock of the General Motors Company.	1937	Detroit Diesel Engine Division organized.
1918	Chevrolet Motor Company joined GM.	1939	Hydra-Matic, first completely automatic shift transmission, introduced by Detroit Transmission Division (now Hydra-Matic Division) on Oldsmobile's 1940 models.
	United Motors Corporation joined General Motors.		First turn signals in the automotive industry developed by Guide Lamp Division and introduced by Buick.
	General Motors of Canada, Limited formed through merger of McLaughlin Motor Car Company, Ltd. and Chevrolet Motor Company of Canada, Ltd.	1940	GM produced its 25,000,000th car.
1919	Fisher Body became affiliated with General Motors.	1940-45	GM delivered more than \$12,300,000,000 worth of war material, including airplane engines, airplanes and parts, trucks, tanks, marine Diesels, guns, shells and miscellaneous products.
	General Motors Acceptance Corporation organized.	1947	GM Train of Tomorrow, featuring the famous Astra Dome, started two-and-a-half year tour of the U. S. and Canada.
	GM Building begun in Detroit.	1948	Cadillac and Oldsmobile introduced first high compression V-8 engines.
	Frigidaire Corporation joined GM.		Buick introduced Dynaflo, first torque converter type automatic transmission offered in U. S. passenger car.
	GM Institute opened at Flint as part-time training school.		First mass-produced car to be manufactured in Australia, the Holden, introduced by GM.
1920	GM Research Corporation (predecessor of GM Research Laboratories) established.	1949	Buick introduced first hardtop coupe.
1923	Four-wheel brakes appeared on 1924 Buicks.		
	Ethyl gasoline, developed in GM Research Laboratories, first sold commercially.		
1924	General Motors Proving Ground established.		

- 1950 Chevrolet introduced Powerglide, torque converter and planetary gear automatic transmission.
Allison began flight tests of its experimental Turbo-Liner, America's first prop-jet commercial type transport aircraft.
First Canadian-built GM Diesel locomotive delivered by General Motors Diesel Limited.
- 1951 First fully automatic transmission offered in a truck by GMC Truck & Coach.
- 1952 First automatic headlight dimmer, Autronic Eye, developed by GM's Guide Lamp Division and introduced by Oldsmobile.
Power steering offered by Cadillac, Oldsmobile and Buick.
- 1953 12-volt electrical systems, developed by Delco-Remy Division, installed on Cadillacs, Oldsmobiles and Buicks.
Power brakes offered by Buick and Oldsmobile.
Chevrolet Corvette, featuring first molded plastic automobile body to be produced in quantity, started in production.
Euclid Road Machinery Co. joined GM.
- 1954 GM produced its 50,000,000th U.S.-made car (Nov. 23).
GM introduced the XP-21 Firebird, first gas turbine automobile built and tested in U. S.
Turbocruiser, world's first gas turbine bus, introduced.
First panoramic windshields introduced by Oldsmobile, Buick and Cadillac on all production models.
Frigidaire introduced its first revolutionary Kitchen of Tomorrow.
Chevrolet and Pontiac offered V-8 engines on 1955 models.
Four-unit headlights first shown to public on Cadillac experimental La Espada.
- 1955 First four-door hardtop sedans offered public by Buick and Oldsmobile.
GM Powerama attracted 2,218,412 visitors in its showing on the Chicago lakefront.
- 1956 GM Technical Center dedicated on May 16.
First transistor-powered radio commercially available in automobiles announced by Delco Radio.
- 1957 Chevrolet introduced Turboglide transmission with triple-turbine torque converter.
- 1958 GM marked 50th anniversary with year-long Golden Milestone celebration.
Blood heat exchanger for use in open heart surgery developed by Harrison Radiator Division.
Experimental Firebird III introduced by GM, featuring a single stick control system replacing conventional steering wheel, brake and accelerator.
Frost-Proof system completely eliminating need for defrosting freezer section and refrigerator compartment introduced by Frigidaire.
- 1959 Chevrolet introduced the Corvair, powered by air-cooled, lightweight, rear-mounted engine.
Highway Information System, a low-frequency radio system that automatically transmits oral information from roadside to driver, introduced by GM.
Auto-Control, an experimental automotive system designed to steer, control speed and detect obstacles electronically, developed by GM Research Laboratories and AR & T Electronics, Inc.
- 1960 Three GM divisions introduced new smaller cars: the Buick Special, Oldsmobile F-85, and the Pontiac Tempest.
General Motors world-wide production of cars and trucks passed 80,000,000 in November, 1960. More than 70,000,000 were produced in the U. S.
- 1961 Buick introduced first American V-6 engine as standard on 1962 models of Special.
Chevrolet introduced a new line of smaller cars, the Chevy II.
Traffic Pacer, a system developed by GM Research Laboratories to improve traffic flow over city and suburban streets, successfully tested.
- 1962 GM produced its 75,000,000th U. S.-made vehicle (March 14).
Number of General Motors shareholders passed the 1,000,000 mark.
GM's subsidiary in West Germany, Adam Opel A.G., observed its 100th anniversary and introduced a new car in the one-liter class, the 2-door, 4-passenger Kadett.
- 1963 GM's Futurama at the New York World's Fair was practically completed during the year. Conceived by a GM creative team, the Futurama features a ride which takes its passengers on a global tour to the far corners of the world of tomorrow.
A new car, Chevelle, was introduced by Chevrolet division in September.
A new assembly plant at Fremont, Calif., began production of Buick Special, Oldsmobile F-85, Pontiac Tempest and Chevrolet Chevelle passenger cars (Sept. 3) and Chevrolet and GMC trucks (June 10).
Factory sales of vehicles produced overseas totaled 1,005,000 units, a 34% increase over 1962 and the first year such sales exceeded 1,000,000 units. The previous high, 771,000 units, was reached in 1960.
The one-liter British Viva was introduced by Vauxhall in September.
Cadillac introduced, as an option with its 1964 models, the Comfort Control system which automatically operates the heater and air conditioner. The driver merely selects the desired temperature on a thermostat-like control and the system supplies the right amount of cooled or heated conditioned air to maintain the desired level, regardless of the season.



INFORMATION HANDBOOK



General Motors

